

1 Add 2 Cal. Code Regs. Section 18450.4:

2 **18450.4. Contents of Disclosure Statements. Advertisement Disclosure.**

3 Where a “disclosure statement” or “disclosure” is required for an advertisement under  
4 Government Code sections 84503 {Decision Point 4} [, 84506] and 84507, the following  
5 shall apply to the committee that authorized and paid for the advertisement:

6 (a) Disclosures required under Government Code sections 84503 {Decision Point  
7 4} [and 84506], shall include the name of the contributor or contributors, as required by  
8 Government Code section 18450.5,  
9 **{Decision Point 7}**

10 **OPTION 1:** [preceded by the words “major funding provided by”.]

11 **OPTION 2:** [and a statement reporting that the specific contributor or contributors made  
12 contributions of \$50,000 or more to the committee.]

13 **OPTION 3:** [and a statement reporting that the specific contributor or contributors made  
14 contributions of (exact amount) to the committee.]

15 (b) The disclosures required by Government Code sections 84503, 84506 and 84507  
16 shall be presented in a clear and conspicuous manner to give the reader, observer or listener  
17 adequate notice of the identity of the person or committee that paid for the communication as  
18 specified below.

19 (c) Television: The information shall be both written and spoken at the end of the  
20 communication, except that if the disclosure statement is written for at least five seconds  
21 of a thirty second advertisement broadcast or ten seconds of a sixty second advertisement  
22 broadcast, a spoken disclosure statement is not required. The written disclosure

1 statement shall be printed in letters equal to or larger than four percent of the vertical  
2 picture height that air for not less than four seconds.

3 (d) Radio: The information shall be spoken at the end of the communication and  
4 shall last at least three seconds.

5 (e) Print Media: The height of all disclosure statements shall constitute at least  
6 five percent (5%) of the height of the printed space of the advertisement, provided that  
7 the type shall in no event be less than 10 points in size and printed in a contrasting color  
8 to the background on which it appears.

9 (f) If a single print media advertisement consists of multiple pages, folds, or faces,  
10 the disclosure requirement of this section applies only to one page, fold, or face.

11 (g) Each communication that would require a disclosure if distributed separately,  
12 that is included in a package of materials, must contain the required disclosure.

13 NOTE: Authority cited: Section 83112, Government Code.  
14 Reference: Sections 84503, 84506 and 84507, Government Code.